

The divisions on the plate help teach proper proportions and the components of a healthy diet.

($\frac{1}{4}$ meat portion; $\frac{1}{4}$ whole grains; $\frac{1}{2}$ fruits and vegetables)

Visual cues help re-train the mind and help increase awareness of proper portion sizes.

The portion control plate is something that is easily understood by using recognizable visual cues that the intended audience can understand and relate to. The research states that people are not necessarily aware that they are over-eating and if they are aware, they are confused as to what a correct portion size is. These types of visual cues closely relate to suggested serving sizes, and will help raise awareness and clear up confusion.



About The Portion Plate tm

The Portion Plate is an interactive tool for teaching consumers appropriate diet portion control. Unlike a text-based paper educational brochure, The Portion Plate is an actual melamine, dishwasher-safe portion control plate that offers a tangible demonstration of how much food we should eat. Not only are the illustrated areas a good guide to follow, but the components of a good meal are also presented. This means $\frac{1}{2}$ of your plate should be a fruit and vegetable portion, $\frac{1}{4}$ of your plate a whole grain portion, and the remaining $\frac{1}{4}$ a lean protein meat portion.

Source: <http://www.theportionplate.com/enlargedplate.html>